



Outdoor Recreation Council of Appalachia

Jessie Powers, Executive Director

director@baileystrailsystem.org | 740.517.8445

Proudly managing the Baileys Trail System in Athens County, Ohio

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Meeting Minutes

July 18, 2023, 5:00 PM - 6:00 PM

Prepared by Emily Sebring, communications@orcaohio.com

ORCA Board Members Present: ORCA Vice-Chair Mayor Amy Renner, York Township Trustee Tim Warren, Buchtel Councilmember Jay Kline, Athens County Commissioner Lenny Eliason (Not present: ORCA Chair City of Athens Mayor Steve Patterson, Nelsonville City Manager)

Others Present: Jessie Powers, Delia Palmisano, Elle Dickerman, Sky Pettey

Meeting Agenda

- Approve Agenda
- Partner Updates
- Legal Updates
- ORCA Board Member Updates
- Financial Report
- Director's Report
- Maintenance Report
- Communications Report
- Public Comments
- Other
- Adjourn

Amend Agenda to add approve May 15 meeting minutes (Motion: Lenny Eliason, Second: Tim Warren; *Approved*)

Partner Updates:

NONE

ORCA Board Member Updates:

Amy Renner, ORCA Vice-Chair Village of Chauncey Mayor

- Update about our bathroom: It's finished, the inspections have all been signed up on, but there is a major pressure issue, the toilets won't flush, there's not enough water pressure to get the toilets to flush. We ran into the issue at the July party and I don't want to sign off on the project with toilets that don't flush. Village is advocating for assistance to resolve this issue.
- The pavilion is also pulling water, and a french drain was added , but it's still not draining.
- The bathrooms look great, we had them open for the party, which went really well.



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- Security cameras are up too, so if there's anything anybody sees up at the trailhead, like the graffiti that was happening for a while, definitely let us know. The cameras cover the whole park so we can see everything and it's pretty easy to go back and find stuff.
- The Village has also secured another two million dollars for our sewer replacement project, so we're up to seven out of ten million now. This is from the ODOD of phase 5 water infrastructure funding. Our sewer project phase one is out to bid right now.

Tim Warren, ORCA Member York Township Trustee President

- What is the status of the cameras for Doanville?
 - Jessie Powers: We need to get a sim card for the camera and have it installed.
- Tim Warren: Okay. What's the status of the tree at the Doanville York Trailhead?
 - Jessie Powers: Wayne National Forest staff will work to clear the path as soon as possible. It would be great if we had access to a wood chipper, but we'll figure that out and move the tree as soon as possible. There were several binds in the tree and we appreciate the assistance and expertise of the forest service sawyers.

Amy Renner

- I do have one more thing. The 37 acre property (the Abdellas owned) sold. It's zoned B2, it's industrial, so that won't change.

Jay Kline

- Was there surveying done for the Buchtel Trailhead site?
 - Jessie Powers: We've hired a design firm for the Buchtel Snow Fork Trailhead, which will be surveyed. I'm not certain of the survey status, but don't believe it's complete. You may have seen a surveyor for the separate Snow Fork Event Center project.

Approve Minutes from May 16, 2023 (Motion: Tim Warren, Second: Jay Kline; *Approved*)

Financial Report:

Jessie Powers, Executive Director

- We have deposited the City of Athens membership dues. Our current balance is pretty low as we await POWER and construction grant reimbursements.
- Request \$596.56 staff reimbursements
 - For Jessie Powers: \$256.69
 - For Elle Dickerman: \$192.50
 - For Delia Palmisano: \$147.37(Motion: Lenny Eliason, Second: Tim Warren; *Approved*)

Directors Report:



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- **ORCA ARC ARISE PA WILDS Partnership- Invited for ARC ARISE Application**

Project: Transformational Tech Development to Help Enable Growth of Place-Based Tourism Economies and Related Supply Chains in Appalachia

- Business to customer sales
- Supply Chain to Business sales
- Harnessing Impact Data
- Access to Capital
- Shared Stewardship
- Workforce

- **ORCA Membership Expansion & Outreach**

- 3.22.23 Beverly Recreation Economy for Rural Communities (RERC)
- 4.20.23 ORCA Branding Stakeholder Meeting- attendees from 9 counties
- 5.23.23 Lawrence RERC
- 5.26.23 Partnership Letter emailed to: Adams, Gallia, Highland, Hocking, Jackson, Lawrence, Meigs, Monroe, Morgan, Nobel, Perry, Pike, Ross, Scioto, Vinton, Washington counties
- Info Session Partnership Offer- 6.15.23 Vinton, Monroe, Washington, Ross, Jackson County Officials/ Representatives in Attendance
- Resolutions to join as a Partner received from Washington, Jackson, Monroe, and Nobel Counties
- Clarifications needed: 1. Can a Village or City join as a partner without the County? 2. Can a Parks District join in lieu of or in addition to the County? 3. Should we cap Advisory Committee members at 3 per county or 1 per jurisdiction?

Lenny Eliason:

The board's going to get way too big. You're going to have to have a cap on membership because if every jurisdiction has a seat, you're going to potentially have a hundred person advisory board.

Jessie Powers:

The advisory board now is 20ish people. I suggest we retain institutional stakeholder expertise, such as: Ohio University, Hocking College, Ohio Health, the health department, the foundation to attend quarterly meetings and interact with regional recreation and development stakeholders. The advisory committee will be transitioning more to a working group for the region as we work on the recreation asset assessment



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plan and development plan, other components of the POWER grant, and the PA Wilds ARISE project.

Amy Renner:

The advisory committee now is more Athens focused. Do you think it would be interesting to pick up more advisory committee organizations like the ones we have now that are beyond Athens?

Jessie Powers:

Absolutely, The regional coordination piece is what's missing.

Amy Renner:

The goal is to expand ORCA, to potentially have more members. The only way to do that is to engage them, and I think the advisory committee's going to be able to do that.

Jessie Powers:

Currently, we proposed three advisory committee members per partner county. It seems like we should stick with that at least for now, because if all 16 counties join we'll have a group of 48 individuals. I don't know if all 16 counties are going to take us up on our invitation, and we can always schedule follow up meetings as needed for specific projects/ efforts.

Amy Renner:

I agree, and believe each county needs to join, but understand the potential challenges for smaller communities or a parks district.

Jessie Powers:

Great, and other jurisdictions and parks districts can join in addition to a county.

ORCA 2022 ODNr AMLER Grant

- Met with Director Fitzgerald and team regarding Brownfields funding opportunity in hopes of securing infrastructure support for Baileys Visitor Hub and proposed trailhead campground facilities

ORCA 2021 POWER Grant

- Propose to amend Kay-Linn Contract Scope of Work to coordinate planning for ACGP and support larger region, if deemed appropriate by GOA

ORCA ACGP

- Met ORCA Procured Planners 6.22.23- advancing design on projects for:



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- o Baileys- Trailheads, Connector Trails, and campground development
- o Athens City- Trails at Camp Rotan, Bouldering Area improvements at Sells Park, advancing planning investigation of possibilities with Hocking River Whites Mill Dam
- o Athens County- investigating and advancing design on Albany-Snowden-Alexander School connection, Nelsonville-York Buchtel-Snow Fork trailhead Hockhocking Adena bikeway connector, Tom Cat Trail Enhancements
- Connected ORCA Consultant (Scott Linnenburger) with ACGP Planners
- Awaiting 2022 ORCA ACGP grant agreement

State Capital Bill Baileys Trail System Construction

- Need approval of our scope amendment prior to reimbursement
- ODNR will review agreements between Buchtel and Land Owner(s)

2023 Baileys Events & Programs

- Chauncey Community Trails Celebration 5.20.23
- Baileys Dirt Fondo 10.14.23 (pilot- Annual ORCA Fundraiser)
- Request Approval for Team Athens to host 2023 Athens Gravel Challenge August 5, 2023 utilizing a portion of the Baileys Trail System and the Chauncey-Dover Trailhead

(Motion: Jay Kline, Second: Lenny Eliason; *Approved*)

I'm presenting on a panel at the Appalachian Regional Annual Conference in Ashland, Kentucky. Just across the river from Lawrence County.

ORCA Staff

- Americorps Communications Position and Short term Summer Maintenance 1-2 posted accepting applications
- Discussion of Hiring Public Employee. I would like to make an offer to Zach Bihlman, who was our top ranked candidate at the full salary rate posted and provide access to ORCA finances pending receipt of background check.

Lenny Eliason:



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I suggest we provide authorization on the condition of securing the funding from the one of the two identified sources covering his salary.

(Motion to approve hiring finance director with the condition that we get one of the two funding sources: Jay Kline, Second: Lenny Eliason; *Approved*)

Other

- Letter regarding Salt Fork's pending fracking permit application

I would like to provide a letter outlining the positive economic, environmental, and health impacts of the outdoor recreation economy versus fracking's adverse economic, other than the fracking company, health, and environmental hazards.

Lenny Eliason:

I move, we send a letter of objection to ODNR about it as a board and have you sign on our behalf.

(Motion: Lenny Eliason, Second: Jay Kline; *Approved*)

Legal Updates:

Sky Pettey

- We need to make two small amendments to our trademark application regarding color and a disclaimer regarding color, which I will do.

Maintenance Report:

Elle Dickerman:

June Baileys Volunteers

- Total Hours: 131.5
- Volunteers Engaged: 24
- New Volunteers: 12
- Returning Volunteers: 12

Project Updates

Volunteer Work Days: 4

Individual/Small Group Tasks: 5

Volunteer Days:

- 6/8/23: Athens Roller Derby Volunteer Day
- 6/14/23: STAR Community Justice Center Volunteer Day



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- 6/24/23: June Monthly Maintenance Day
- 6/27/23: Baileys Brushing Day

Details

- First month working with the STAR community justice center. We have plans for a monthly event. Hardworking group excited to be on the trails.
- Not many fallen trees this month, but completed a lot of brushing. This is a common need for this time of year.
- Our intern, Scott from Ohio University, connected with local scouting groups. We hope to have some volunteer days with them in the future.

Jay Kline:

I believe Nelsonville still has a juvenile detention center nearby, because they're juvenile everyone in there is pretty low risk. Perhaps that's another place to look into.

Elle Dickerman:

That would be great. I'll reach out to them.

Communications Report:

Delia Palmisano

- Emily, our intern, has been doing a great job on our social media, doing the posting and has agreed to intern with us in the fall again.
- We are up to 4,611 followers on Facebook, up 50 in 30 days. Over 18,000 unique viewers on Facebook.
- Instagram has 2,418 followers and reaches over 2,000. Top posts are the Trek announcements: their sponsorship and bike raffle.
- We've been doing some cross promotion with Nelsonville Music Festival, so that reached a lot of people. Bike shop hours was another high post for us on Instagram.
- We got a lot of traction for the bike giveaway with the Ohio State Highway Patrol, which was a great event.
- The ORCA website in the last 30 days, had 226 site visits. It was just launched in February seeing a slow uptick each month in traffic. 183 unique visitors to the site.
- Bailey's website is much more outward facing for tourism, had 1,803 site visits with 1,300 unique visitors.
- The newsletter, the second edition, went out last week, July 12th. 219 contacts were emailed, up from 176 in the spring newsletter. We're at a 42% open rate, which is actually really good. A general good rate is like 17 to 28%.
- Emily helped put together a summary from our regional branding survey which launched at a stakeholder meeting in April. Over 50 people from nine different counties attended



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the meeting and then 10 different counties responded to that survey. The executive summary is attached.

- Fall fundraiser, we're actively planning for the Baileys Dirt Fondo, which is October 14th. Our registration is open. We have 18 registered so far. We're hoping to get, we kept it at 200. We're pretty confident that we will get that number, but definitely help spread the word. Then the Trek raffle that's associated with that. We've gotten \$520 in donations so far, so again, thinking in the next 3 months those numbers will definitely uptick quite a bit.
- The new trail opening post last month had around 27,000 views.

Public Comments:

NONE

Motion to Adjourn: Jay Kline, Second: Tim Warren, *Approved*